

Appln No. 09/886,806

Amdt date July 5, 2005

Reply to Office action of January 3, 2005

**REMARKS/ARGUMENTS**

Claims 2-11, 15, 19, 22-31 are now pending in this application. Applicant has canceled claims 1, 12-14, 16-18, and 20-21, amended claims 2-6, 8, 10, 11, 15, 19, 22 and 23, and added new claims 24-31. The amendments and new claims find full support in the original specification, claims and drawings. No new matter is presented. Applicant therefore respectfully requests a timely indication of allowance.

In the Office action dated January 3, 2005, the Examiner rejected claims 1-23 as allegedly obvious in view of various combinations of the cited prior patents. To advance the examination of this application, Applicant has canceled, without prejudice, all of the rejected independent claims, namely, claims 1, 13, 17 and 21 and added new independent claims 24, 28 and 29 on which the remaining pending claims now depend. Based on the following observations, Applicant submits claims 24, 28 and 29, and claims depending therefrom, are allowable.

New independent claim 24 recites a vanity console display system, comprising, inter alia, "a vanity console having a mirror supported on a base..., the base adapted to support the mirror on a generally-horizontal surface such that a user of the console can view in the mirror a reflected image of at least a portion of his or her face along with an image on the image display transmitted through the mirror to the user..."

New independent claim 28 expressly recites use of the display system with "a counter," wherein the base is adapted to support the mirror on the counter.



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New independent claim 29 expressly recites use of the display system "in sales of merchandise," wherein "a customer" can view in the mirror a reflected image and an image transmitted through the mirror, and "comprising at least one image source adapted to provide a prerecorded advertisement image to the image display." This claim in particular is directed to the display system that is for use in sales of merchandise.

None of these foregoing claimed inventions were disclosed or taught by the cited references. Frankhouse et al is directed to a "vehicle headliner at one or more locations, each individual can be provided with an illuminated vanity mirror which is positioned conveniently for utilization as a vanity mirror without interfering with the operation of other vehicle accessories..." (Col. 1, lines 34-39). In the figures of Frankhouse et al, the console 20 is shown positioned in the headliner 16, with the mirror 32 extending downwardly from an element 136 (reference number 136 shown in Fig. 6, but not discussed in specification). Given Frankhouse's aim to position the mirror "without interfering with the operation of other vehicle accessories," it would not have been obvious for one of ordinary skill in the art to adapt Frankhouse's mirror with a base which would undoubtedly interfere with the driver's operation of the vehicle or other vehicle accessories.

Lin is also a deficient prior patent that would not have rendered obvious the present claimed inventions. Like Frankhouse et al, Lin is directed to mirrors of an automobile which would not have taught one of ordinary skill in the art to



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devise a mirror with a base, for use with a counter or for use in sales of merchandise.

As for Quan et al, Applicant submits that this reference is completely inapposite to the present invention. Indeed, Quan et al is intended to "realize a conventional mirror through digital image processing technology." (See Col. 1, par. 0005). Quan et al uses not a conventional mirror with any reflective properties, but an LCD whose transmitted image is generated from image data (signals) obtained from a plurality of cameras (See Fig. 1 and Col 2, page. 0034). There is no discussion or teaching whatsoever of using a mirror for its reflective and/or transmissive properties.

While Rose is directed to a mirror, Rose taught merely a construction adapted to vary use positions of the mirror. The mirror was a conventional mirror noted for only its reflective properties and one of ordinary skill in the art would not have looked to Rose to arrive at Applicant's claimed inventions.

Clearly none of these cited prior patents appreciated or had a need for a mirror with reflective and transmissive properties, having a base, for use with a counter and/or for use in the sales of merchandise. Accordingly, Applicant submits that independent claims 24, 28 and 29 are allowable, as well as the claims depending therefrom.

In view of the above amendments and remarks, Applicant submits that all of pending claims 2-11, 15, 19, 22-31 are in condition for allowance. Applicant therefore respectfully requests a timely indication of allowance. However, if there



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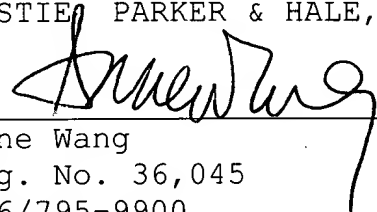
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are any remaining questions that can be addressed by telephone,  
Applicants invite the Examiner to contact the undersigned at the  
number indicated below.

Respectfully submitted,

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